PROGRAM OUTLINE



8:45-9:00 Registration

9:00-12:15 Morning Program

Farmers' market overview

Learn what's driving the success of the local foods movement.

Business planning

Starting with the end in mind, analyze where you've been and where you want to go.

Insurance programs and liability

Identify your risks and liabilities from farm to market, and compare program options.

12:15-1:15 Lunch

1:15-4:00 Afternoon Program

Pricing and record keeping

Establish price for market competitiveness, with net profit goals in mind.

The marketplace

Understand the buying motives and values of your customers.

Product differentiation

Find your niche in your differences within the marketplace.

Learn about additional opportunities to enhance your farmers' market business

Build your resource base for continuing education and contacts in the field.



			REGISTRATION
SESSION			
Jan. 9	9:00-4:00	Gaylord	BJ's Restaurant, 990 N. Center Ave. Gaylord, MI 49735 (989) 732-4010 www.bjscatering.com
PROGRAM FE	E		
			gram, meeting room, and resource materials are covered greement. Registrations will be confirmed by Email or phone
Please mail t	he registration fo	rm with payme	ent (check payable to MSU) to:
	a Miller, MSU Pı	oduct Center	
	griculture Hall Lansing, MI 488	24 \$25	per person X no. of people = \$total
CANCELLATI	IONS and REFUNI	DS	
Registration	fees will be refun	ded if cancellat	tion is requested 3 days before the program.
PARTICIPANT	T(S)		
Name			
Company name	(if applicable)		
Street			
City			Zip code
Phone			Email
Additional part	icipant(s) from the sa	ame company:	
Name			Name

PROGRAM INFORMATION

Phone

Email

Phone: (517) 432-4608 Email: product@msu.edu

 $We b sites: \ www.farmers markets.msu.edu; \ www.product center.msu.edu; \ www.mottgroup.msu.edu$

Email

After the workshop you'll be ready to:

- Fine tune goals for your farming/marketing operation
- Identify and evaluate crop insurance options
- Identify areas of potential liability
- Evaluate crop and market diversification options
- Evaluate potential for organic, pasturebased, or other certified farming systems
- Determine break-even points and profitability of individual products, product groups
- Network with other farmer vendors



This program is made possible through a USDA Risk Management Agency agreement.

Co-Sponsored by:









Look for the next workshop for Farmers' Marketers coming your way this winter, in 2007.

Retail Marketing and Sales

- The Customer Experience
- Retail Display and Signage
- Salesmanship
- Promoting Your Business

February 26 Traverse City
February 28 Frankenmuth
March 1 Royal Oak
March 2 Kalamazoo

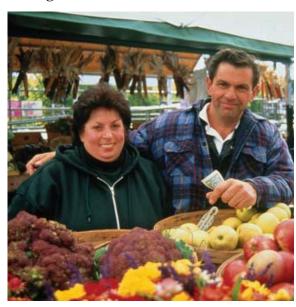
MSU Product Center 202 Agriculture Hall Michigan State University East Lansing, MI 48824

MICHIGAN STATE

Managing Risk

BUSINESS and MARKET PLANNING

A workshop for farmers who sell through farmers' markets, and for farmers' market managers and vendors - others welcome!



January 9, 2007 Gaylord, Mich.